

WHAT IS CLAIMED IS:

1. A data receiving apparatus for receiving data transmitted via a broadcast wave or an electric communication line, comprising:

a receiving unit for receiving said data;
a storage unit for storing received data; and
a processing unit for securing in said storage unit an exclusive memory area exclusively usable by a provider or a sender of said data.

2. The data receiving apparatus according to claim 1, wherein said storage unit has a user memory area for storing received data in accordance with an instruction from a user of said data receiving apparatus.

3. The data receiving apparatus according to claim 2, wherein said processing unit displays on a display unit at least one of an entire memory capacity, an entire storage time duration, an unused memory capacity, a remaining storage time duration, a used memory capacity and a memory-used time duration of said user memory area.

4. The data receiving apparatus according to claim 1, wherein said processing unit transmits an entire memory

capacity or an entire storage time duration onto an electric communication line in accordance with a predetermined schedule, upon reception of a request over said electric communication line or upon detection of occurrence of a damage of said exclusive memory area.

5. The data receiving apparatus according to claim 1, wherein based on an identifier added to received data, said processing unit determines if said received data is data to be stored in said exclusive memory area.

6. The data receiving apparatus according to claim 1, wherein said storage unit has a plurality of exclusive memory areas physically or logically separated from one another in association with a plurality of providers or senders.

7. A data receiving method of receiving data transmitted via a broadcast wave or an electric communication line, comprising the steps of:

securing in a storage unit an exclusive memory area exclusively usable by a provider or a sender of said data; and

storing received data in said exclusive memory area when said received data is what is desired by said provider

or sender to be stored in said exclusive memory area.

8. A service center apparatus for managing a data receiving apparatus via an electric communication line, comprising:

means for communicating with said data receiving apparatus; and

means for determining if an exclusive memory area exclusively usable by a provider or a sender of said data has been secured in a storage unit of said data receiving apparatus.

9. A data receiving apparatus managing method of managing a data receiving apparatus via an electric communication line, comprising the step of:

determining if an exclusive memory area exclusively usable by a provider or a sender of said data has been secured in a storage unit of said data receiving apparatus.

10. The data receiving apparatus managing method according to claim 9, further comprising the step of determining at least one of an entire memory capacity and an entire storage time duration of said exclusive memory area.

11. A data receiving apparatus for receiving data transmitted via a broadcast wave or an electric communication line, comprising:

a receiving unit for receiving said data; and

a storage unit which stores said data and has a plurality of memory areas logically or physically separated from one another,

wherein at least one of said plurality of memory areas is a restricted memory area subjected to restriction of at least one of writing, reading, alteration and deletion of said data based on an instruction from a user of said data receiving apparatus.

12. The data receiving apparatus according to claim 11, wherein those memory areas which are other than said restricted memory area store main data about a broadcast program; and

said restricted memory area stores sub data about a commercial, commodity sales, service providing offer, commodity or service catalog.

13. The data receiving apparatus according to claim 12, further comprising a processing unit for changing sub data included in said main data to said sub data stored in said restricted memory area and displaying said main data

containing said changed sub data on a display unit.

14. The data receiving apparatus according to claim 13, wherein said processing unit changes sub data included in said main data to said sub data stored in said restricted memory area when making a decision that an expiration period of said sub data included in said main data has passed.

15. The data receiving apparatus according to claim 13, wherein said processing unit changes sub data included in said main data to said sub data stored in said restricted memory area in accordance with a priority order predetermined for said sub data stored in said restricted memory area.

16. The data receiving apparatus according to claim 12, further comprising a processing unit for inserting said sub data in said main data and displaying that sub-data inserted main data on a display unit.

17. A data receiving method of receiving data transmitted via a broadcast wave or an electric communication line, comprising the steps of:

receiving said data;

storing said data in a storage unit having a plurality

of memory areas logically or physically separated from one another; and

restricting at least one of writing, reading, alteration and deletion of said data based on an instruction from a user of said data receiving method with respect to at least one of said plurality of memory areas.

18. A data transmitting apparatus for transmitting data to a data receiving apparatus via a broadcast wave or an electric communication line, comprising:

a processing unit for associating exclusive data to be stored in a restricted memory area, which is located in a storage unit of said data receiving apparatus and is subjected to restriction of at least one of writing, reading, alteration and deletion of said data based on an instruction from a user of said data receiving apparatus, with other data; and

a transmitting unit for transmitting said exclusive data and said other data.

19. The data transmitting apparatus according to claim 18, wherein said processing unit adds an identifier for associating said exclusive data with said other data to at least one of said exclusive data and said other data.

20. The data transmitting apparatus according to claim 18, wherein said processing unit produces a correlation table for associating said exclusive data with said other data; and

said transmitting unit transmits said correlation
table.

21. The data transmitting apparatus according to claim 18, wherein said processing unit sets expiration period of said exclusive data based on contents of said exclusive data.

22. A data receiving apparatus for receiving data transmitted via a broadcast wave or an electric communication line, comprising:

a receiving unit for receiving said data;

a storage unit for storing data about a commercial, commodity sales, service providing offer, commodity or service catalog and other data; and

a processing unit for displaying on a display unit
said data about said commercial, commodity sales, service
providing offer, commodity or service catalog in linkage
with said other data.

wherein at least one of alteration and deletion of
said data about said commercial, commodity sales, service

providing offer, commodity or service catalog based on an instruction from a user of said data receiving apparatus is restricted.

23. A data receiving method of receiving data transmitted via a broadcast wave or an electric communication line, comprising the steps of:

receiving said data;

storing data about a commercial, commodity sales, service providing offer, commodity or service catalog and other data in a storage unit;

displaying on a display unit said data about said commercial, commodity sales, service providing offer, commodity or service catalog in linkage with said other data; and

restricting at least one of alteration and deletion of said data about said commercial, commodity sales, service providing offer, commodity or service catalog based on an instruction from a user of said data receiving apparatus.

24. A data receiving apparatus for receiving data transmitted via a broadcast wave or an electric communication line, comprising:

a receiving unit for receiving said data;

a storage unit for storing a table for managing data

a user of said data receiving apparatus desires to record;
and

a processing unit for comparing received data with said table, and storing said received data in a restricted memory area in a plurality of memory areas of said storage unit, which is subjected to restriction of at least one of writing, reading, alteration and deletion of said received data according to an instruction from said user, when making a decision that said received data is not described in said table.

25. A data receiving method of receiving data transmitted via a broadcast wave or an electric communication line, comprising the steps of:

receiving an input of an identifier for identifying data a user of said data receiving method desires to record;

producing a table for managing said data whose recording is desired by said user based on said identifier;
and

comparing received data with said table when receiving said data, and storing said received data in a restricted memory area subjected to restriction of at least one of writing, reading, alteration and deletion of said received data according to an instruction from said user, when making a decision that said received data is not

described in said table.

26. A data receiving apparatus for receiving data transmitted via a broadcast wave or an electric communication line, comprising:

a receiving unit for receiving said data; and
a storage unit which stores said data and has a plurality of memory areas logically or physically separated from one another; and

a processing unit for storing said data in different memory areas in accordance with an identifier added to said data.

27. The data receiving apparatus according to claim 26, wherein said identifier added to said data includes an identifier for identifying contents of said data.

28. The data receiving apparatus according to claim 26, wherein said identifier added to said data includes an identifier for identifying a provider or sender of said data.

29. The data receiving apparatus according to claim 26, wherein at least one of said plurality of memory areas is a restricted memory area subjected to restriction of at

least one of writing, reading, alteration and deletion of said data based on an instruction from a user of said data receiving apparatus; and

data stored in said restricted memory area is output to an output unit in accordance with a predetermined schedule.

30. The data receiving apparatus according to claim 26, wherein at least one of said plurality of memory areas is a restricted memory area subjected to restriction of at least one of writing, reading, alteration and deletion of said data based on an instruction from a user of said data receiving apparatus; and

data stored in said restricted memory area is output to an output unit in linkage with data stored in other memory areas than said restricted memory area.

31. A data receiving method of receiving data transmitted via a broadcast wave or an electric communication line, comprising the steps of:

receiving said data; and

storing said data in different memory areas among a plurality of memory areas in a storage unit, which are logically or physically separated from one another, in accordance with an identifier added to said received data.

32. A data transmitting method of transmitting pay data to a data receiving apparatus, comprising the step of:

setting a price of pay data to be transmitted to that data receiving apparatus, which has an exclusive memory area exclusively usable by a provider or sender of said data, lower than a price of pay data to be transmitted to that data receiving apparatus which does not have said exclusive memory area.

33. A data transmitting method of transmitting pay data to a data receiving apparatus, comprising the step of:

setting a price of pay data to be transmitted to a data receiving apparatus, for which at least one of an entire memory capacity and entire storage time duration of an exclusive memory area exclusively usable by a provider or sender of said data is large, lower than a price of pay data to be transmitted to a data receiving apparatus for which at least one of said entire memory capacity and entire storage time duration of said exclusive memory area is small.

34. A charge collecting method of collecting a fee for using an electric communication line connected to a data receiving apparatus, comprising the step of:

setting a fee for using an electric communication line connected to a data receiving apparatus which has a restricted memory area subjected to restriction of at least one of writing, reading, alteration and deletion of data based on an instruction from a user of said data receiving apparatus, lower than a fee for using an electric communication line connected to a data receiving apparatus which does not have said restricted memory area.

35. A charge collecting method of collecting a fee for using an electric communication line connected to a data receiving apparatus, comprising the step of:

setting a fee for using an electric communication line connected to a data receiving apparatus, for which at least one of an entire memory capacity and entire storage time duration of a restricted memory area subjected to restriction of at least one of writing, reading, alteration and deletion of data based on an instruction from a user of said data receiving apparatus is large, lower than a fee for using an electric communication line connected to a data receiving apparatus for which at least one of said entire memory capacity and entire storage time duration of said restricted memory area is small.

36. A commodity sales method of selling data

receiving apparatuses, comprising the step of:

setting a selling price of a data receiving apparatus, which has an exclusive memory area exclusively usable by a provider or sender of data, lower than a selling price of a data receiving apparatus that does not have said exclusive memory area.

37. The commodity sales method according to claim 36, further comprising the step of acquiring, from said provider or sender, a difference between said selling price of said data receiving apparatus which has said exclusive memory area and said selling price of said data receiving apparatus which does not have said exclusive memory area.

38. A commodity sales method of selling data receiving apparatuses, comprising the step of:

setting a selling price of a data receiving apparatus, for which at least one of an entire memory capacity and entire storage time duration of an exclusive memory area exclusively usable by a provider or sender of data is large, lower than a selling price of a data receiving apparatus for which at least one of said entire memory capacity and entire storage time duration of said exclusive memory area is small.

39. A commodity sales method of selling data receiving apparatuses, comprising the step of:

acquiring a fee from a data provider or sender of data by guaranteeing a data provider or sender a predetermined memory capacity or storage time duration for an exclusive memory area exclusively usable by a provider or sender of data.

40. The commodity sales method according to claim 39, further comprising the step of setting an amount of said fee in accordance with a size of at least one of an entire memory capacity and an entire storage time duration of said exclusive memory area.

41. The commodity sales method according to claim 39, wherein an amount of a fee obtainable for said exclusive memory area is larger when a capacity of said exclusive memory area is large than when said capacity of said exclusive memory area is small.

42. A data receiving apparatus for receiving data transmitted via a broadcast wave or an electric communication line, comprising:

- a receiving unit for receiving said data;
- a storage unit for storing received data; and

a processing unit for securing in said storage unit an exclusive memory area exclusively usable by a provider or a sender of said data,

wherein pay data and free data associated with said pay data, both of which are to be transmitted via said broadcast wave or electric communication line, are stored in said exclusive memory area.

43. A data receiving apparatus for receiving data transmitted via a broadcast wave or an electric communication line, comprising:

a receiving unit for receiving said data;
a storage unit for storing received data; and
a processing unit for securing in said storage unit an exclusive memory area exclusively usable by a provider or a sender of said data,

wherein compressed pay data and free data associated with said pay data and compressed in a data compression format different from that of said pay data, both of which are to be transmitted via said broadcast wave or electric communication line, are stored in said exclusive memory area.

44. A data receiving method of receiving data transmitted via a broadcast wave or an electric

communication line, comprising the steps of:

securing in a storage unit an exclusive memory area exclusively usable by a provider or a sender of said data; and

storing pay data said provider or sender desires to store in said exclusive memory area and free data associated with said pay data in said exclusive memory area when receiving said pay data and said free data.

45. A data receiving method of receiving data transmitted via a broadcast wave or an electric communication line, comprising the steps of:

securing in a storage unit an exclusive memory area exclusively usable by a provider or a sender of said data; and

storing compressed pay data said provider or sender desires to store in said exclusive memory area and free data, which is associated with said pay data and is compressed in a data compression format different from that of said pay data, in said exclusive memory area when receiving said pay data and said free data.

46. A data receiving apparatus for receiving data transmitted via a broadcast wave or an electric communication line, comprising:

a receiving unit for receiving said data;
a storage unit for storing received data; and
a processing unit for securing in said storage unit
a priority memory area which is usable by priority by a
provider or a sender of said data with respect to a user of
said data receiving apparatus.

47. A service center apparatus for managing a data
receiving apparatus via an electric communication line,
comprising:

means for communicating with said data receiving
apparatus; and

means for determining if a priority memory area usable
by priority by a data provider or a data sender with respect
to a user of said data receiving apparatus has been secured
in a storage unit of said data receiving apparatus.